1994 VIRGINIA SLIMS OF LOS ANGELES

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EXECUTIVE SUMMARY

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The Robbins Group

A PUBLIC RELATIONS & SPECIAL EVENTS COMPANY

1994 VIRGINIA SLIMS OF LOS ANGELES

EXECUTIVE SUMMARY

OVERVIEW

The 1994 Virginia Slims of Los Angeles continued the tradition of presenting the best in women's tennis to the Southland. The highly anticipated event attracted more than 57,000 fans and all of the key media in the area.

Our public relations objectives, this year, were clearly met and translated into readership impressions of more than 141 million, locally. The publicity strategy of showcasing Martina Navratilova's retirement landed us, for the first time, coverage throughout the United States and the world.

On behalf of Virginia Slims, The Robbins Group maintained communications with the media by cultivating relationships, providing information expediently and responding to their needs in a professional manner. The result was high media visibility for the tournament and recognition of Virginia Slims as the industry leader that has become synonymous with women's tennis.

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HIGHLIGHTS

1. *MARTINA NAVRATILOVA FAREWELL* - An unwritten challenge in creating tournament publicity is finding ways to generate stories without the use of a player. We anticipated strong media and fan interest in Martina's retirement and knew that her availibility would be very limited. Therefore, The Robbins Group developed a publicity driven promotion to honor her achievements and also raise money for charity.

The response to the Martina Navratilova Farewell Charity Fundraiser was overwhelming. It took a long time to obtain approval for the project leaving us with only three weeks to implement our plans. Through the media and local tennis clubs, we asked for "Farewell, but not Goodbye" letters to be sent to us to be compiled in a keepsake book for Martina. A minimal donation of $1.00 was requested for victims of the January 17 earthquake.

We received more than 200 letters and donations from as far away as Italy, Czechoslovakia, Australia, Alaska, Saudi Arabia and Switzerland. Nearly $4,000 was collected plus an added $2,000 by auctioning one of Navratilova's autographed racquets at the tournament for a total of $6,000 raised.

As a direct result of this promotion, pre-tournament media coverage was the best in ten years. Highlights include a morning briefing item in the *Los Angeles Times* which was syndicated to 600 media outlets worldwide, a *USA Today* piece, a Bea Maxwell charity column in the *Times*, and the top rated KTLA local morning television talk show, took the information from the print media and aired it several times. If we had a national or international clipping service, the media impressions would be off the charts.

The success of this promotion is noteworthy in that it was achieved without Martina ever granting one interview specifically for the fundraiser.

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HIGHLIGHTS (cont)

2. *LOS ANGELES TIMES* - There are 15 major dailies in the southern California region, but none has the prestige or power of the *Los Angeles Times*. This year, we scored five major placements in addition to the regular coverage.

- *Sports Section/Jim Murray* - The pulitizer prize winning syndicated columnist is a highly sought placement. He has a rule that all interviews must be done in person. Because of our long-standing relationship with him and Martina, Jim agreed to conduct the interview by phone. The column was a heart-warming look at Martina's career which included tournament information.

- *Sports Section/Advance Feature* - Martina granted us two interviews. One we booked with Jim Murray and the second became the advance feature in sports for the tournament. What made this unique was that Martina allowed the writer Tommy Bonk to travel with her for two days. The large feature gave tribute to this outstanding athlete while also promoting the tournament.

- *Metro Section/Cover Photo* - The weather in Los Angeles during the tournament soared to 110 degrees in certain areas. We were able to secure a front page Metro section photo of great crowds of people enduring the heat and enjoying the tennis at the Virginia Slims of Los Angeles.

- *Sports Section/Morning Briefing* - This column is syndicated world-wide to 600 outlets which includes the most of the top 100 in the United States. We did not have a clipping service outside of southern California, but based on letters that were sent to Martina from 15 states and 10 countries, we know many newpapers used the item. The column explained the Navratilova tribute and fundraiser plus listed the P.O. Box and way to participate.

- *Lifestyle Section/Society Charity Column* - Bea Maxwell writes a well-read column on society/charity events. A sports charity item is difficult to place as it is usually given back to sports. We worked for six weeks to get this placement.

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HIGHLIGHTS (CONT)

3. *BEYOND THE NORM* - Our goals and objectives include strategies for reaching the sports and off-sports pages. We always seek other opportunities, such as:

- *Hispanic Placements* - Since Los Angeles is over 50% Hispanic, we have worked hard to identify contacts in the major Spanish language outlets. This year, *La Opinion*, the main daily, and *Excelsior* of *The Orange County Register* covered the tournament on a daily basis.

- *Cross-promotion* - The Miller Lite/AVP Pro Beach Volleyball Tour was in town and we saw a chance to cross-promote with another Philip Morris sponsored event. An arranged photo with Gigi Fernandex, Conchita Martinez and Mike Dodd, a top volleyball star, was taken at the beach tournament. We got placement in *Tennis Magazine* and *Volleyball Monthly* (Dec. '94 issue) and have submitted it to *Philip Morris Globe*.

CHALLENGES

The net result of the public relations campaign surpassed our expectations. We were surprised because each step of the way was a struggle.

In June, seven out of the top 10 players in the world had entered the Virginia Slims of Los Angeles and were announced. Only three of the top 10 were still entered at the beginning of the tournament August 8, and none of them made it as far as the semi-finals.

Mary Pierce, a media favorite and the player we had developed most of our off-sports pitches for, pulled out in July. All pending placements were lost. Kimiko Date pulled out 8/1, Gabriela Sabatini and Natalia Zvereva pulled out 8/4, Lori McNeil pulled out on 8/5, and Lindsay Davenport pulled out on 8/9. The only two significant entries were Zina Garrison Jackson on 7/12 and Conchita Martinez 8/6, two days before the tournament started -- too late for any major features.

Martina Navratilova, and the promotion we created surrounding her retirement, was the only real hook we had. Navratilova lost mid-week, in the third round.

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Los Angeles, CA
(Los Angeles Co.)
Los Angeles Times
(Cir. D. 1,164,338)
(Cir. S. 1,531,527)

JUL 15 1994

Allen's P. C. B. Est. 1888

MORNING BRIEFING

Here's a Chance to Give Martina Fitting Sendoff

074

Want to say a personal good-by to Martina Navratilova? Here's your chance. Write her a letter.

Navratilova, 37, the nine-time Wimbledon champion who is retiring from singles competition at the end of the year, will be presented a scrapbook of letters from well-wishers when she plays her final local tournament in the Virginia Slims of Los Angeles, Aug. 8-14, at Manhattan Country Club.

As a farewell gift, Navratilova fans can send their letters and contributions to the Red Cross in her name for earthquake relief: Martina Navratilova Farewell, P.O. Box 570506, Tarzana, 91357.

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cir: 1,164,338

Instead of Farewell, Martina Simply Makes It Final

Sarah Bernhardt had so many "farewell tours," the phrase became synonymous with her. But she was the best in the world at what she did. She said goodby one investment at a time. She was the "Divine Sarah" to the end.

Kareem Abdul-Jabbar had a farewell tour that brought him everything from a motorcycle to a Picasso to a Rolls. Because he was the best in the world at what he did.

There have been other triumphant final tours. Babe Ruth never had one. But a lot of lesser players did. Mad Russian dancers had them. Aging tenors.

Which brings me to my question—why not Navratilova? The Divine Martina. No one ever did what she did any better—play tennis. No one ever dominated a game any more thoroughly than she did.

JIM MURRAY

Watching her play tennis was every bit as transcendent as watching Ruth bat or Nijinsky dance or Caruso sing. Martina on the court was a poem of power and grace. The other player on court might as well have been wearing a mask. I mean, does anyone look at the piano when Horowitz plays Chopin?

An important element in any appreciation of a performer has to be a belief in her invincibility. Martina had this in greater measure than almost anyone who ever played tennis—and I include Tilden, Budge, Gonzales, Borg or whomever, male or female. You could root for Martina without fear of failure. You could bask in her glory. It's the essence of fandom: "Watch this! We're going to blow Goolagong right outta here!"

To be really great, you have to revolutionize the way your game is played. Martina did this to an extraordinary degree. When she came along, women's tennis was a nice polite baseline game played by Chrissie Evert and Evonne Goolagong at lon-

Please see MURRAY, C3

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

MURRAY

Continued from C1

ger range than the Battle of Midway.

Martina went on the attack. She was more like Dempsey with his man on the ropes than someone playing telephone chess. She went for the knockout. She didn't jab you to death, she slugged.

It's doubtful if she could even have played the game in skirts, the way Helen Wills and Suzanne Lenglen, the other Wimbledon legends, had to. Martina's game could not have been hobbled. Martina was embarrassed if it took her three sets to polish off an opponent. She won Wimbledon once, 6-0, 6-2.

Wimbledon was her turf. Helen Wills Moody had won it eight times. So Martina won it nine. One by one, she destroyed existing records. She once won Wimbledon six consecutive years. No one had ever done that before. She won 96 matches in a row. She went through Grand Slam tournaments without losing a set.

So, why isn't somebody giving her a motorcycle, an oil painting, a year's supply of shampoo, a gold watch? Why no Bernhardt farewell tour?

"Mostly because I don't want one," she acknowledges.

It's not the emotion Martina fears. She has never been afraid of her feelings. When she came in the game, Evert was the Ice Queen. She beat you without getting her hair mussed. Her mascara didn't even run. But Martina scrambled, screamed, scratched. She even occasionally told the crowd to shut up. She was the Lava Queen.

It's probably hard to think of a farewell tour for someone who recently made the final at Wimbledon. For some, that would be the apex of a career, not the finale. Most never make a Wimbledon final. For Martina, that was No. 12.

In a sport that has combatants looking for an escape hatch at the age of 25, pleading burnout, Martina, nearing 38, is still rifling unreturnable backhands. A big factor in legend-making is longevity. To be consistent is necessary but to be persistent is essential.

"I have felt the tug of burnout," Martina says. "Back in 1986. I didn't want to play. So, I know the feeling."

The feeling evaporated when she saw an opponent leaning the wrong way on a return of serve, when she felt the exhilaration of putting a forehand down the line past a schoolgirl at the net. Then she was Bernhardt with a good script, Ruth with a hanging curve.

She did not grow up in south Florida and get a tennis racket and a tricycle for her 4th birthday. Martina grew up in the harsh shadow of the Carpathian Mountains and the Red masters of Czechoslovakia. It had one plus.

"The Communists encouraged girls to become athletes," she says. "They felt it reflected favorably on the regime."

Maybe so. But it reflected unfavorably on the regime when the young Miss Navratilova got a look at Western freedom. No Russian tanks rolled through those capitals, and Martina had a Prague spring of her own and defected.

It was a brave but not foolhardy decision for the young athlete.

"I talked to my family and they told me, 'No matter what we say to you on the telephone, don't believe it and don't come back. It might be a trick.' "

Martina took the advice.

"There were some repercussions," she says. "My father didn't get promoted to a job, in fact, took a minor demotion. My sister got thrown out of the tennis club."

But there was no gunfire. The tanks didn't roll. And Martina became a world-class celebrity who finally did reflect glory on her

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benighted native land.

Martina is a child of the century, a part of history that will probably become incomprehensible to those who come after her.

She should have farewell tours. At least as many as Bernhardt. Instead, she is still entering stage left with a racket in her hand. She will be on the court at the Virginia Slims of Los Angeles at the Manhattan Country Club this week and she might get another final to add to her collection.

You will have no trouble recognizing her. She's the one who looks as if she was born with a racket in one hand and a ball in the other. Even if she loses, her opponent will feel as if she has been locked in a room with a lion. Martina does not go gently into that good night.

When Martina played her last set point on Centre Court, she reached down and plucked a clump of grass as a memento of her happy youth in English summers amid cheering royalty. The notion here is that Wimbledon should get a lock of her hair in reciprocity.

Martina was lucky to have Wimbledon. And Wimbledon was lucky to have Martina.

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Los An CA
(Los Angeles Co.)
Los Angeles Times
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JUL 31 1994

Allen's P. C. B. Est. 1888

ANTON WANT / Allsport

Martina Navratilova, at or near the top of women's tennis for most of the last 22 years, cast a long shadow during her illustrious career that included 18 major singles titles.

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By THOMAS BONK
TIMES STAFF WRITER

We are at 35,000 feet above the Rocky Mountains and Martina Navratilova says what she really wants to do is jump out of an aircraft. This is not what you expect to hear, so you quickly look around to check where the cabin doors are.

Martina does not stir in her black, lace-up boots. She sits calmly in her seat, expertly peeling a mango. Her miniature fox terrier, known as K.D. (Killer Dog) and [illegible] by the most [illegible] canine in tennis, rests at her side under a small cloud of a pillow.

As it turns out, the craft from which Martina says she wants to jump is a helicopter.

"I have no plans for next year," she says, "except helicopter skiing."

This activity features a person in skis jumping out of a helicopter at the top of a mountain and skiing down very fast. It is regarded as fun by many, including a 37-year-old would-be helicopter skier named Navratilova, who is also the greatest women's tennis player of all time. Watch that first step.

It seems pretty clear that at this point in her life, Navratilova's focus has shifted to what will be her last step.

The end is in sight already for Navratilova, whose 22-year career in tennis will end when she hits her last ball in her last match in her last tournament in November at Madison Square Garden in the Virginia Slims Championships.

Until then, we have the Martina Farewell Tour, a yearlong event that so far has included unexpected success on the grass courts of Wimbledon and next week will feature her last tournament in Los Angeles, this one to be played out on the green-painted hard courts of the Manhattan Country Club in the Virginia Slims of L.A.

Please see MARTINA / C6

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MARTINA

Continued from C1

For the woman who has won more tennis tournaments than anyone, who has 18 Grand Slam singles titles, who has won nearly $20 million in prize money, who has won at least two tournaments a year for the last 19 years, who has been ranked in the top five for the last 20 years . . . well, let's simply say that after 22 years of tennis, helicopter skiing is looking pretty good right now.

And how will women's tennis fare in the post-Navratilova era? If a 37-year-old Navratilova can be ranked No. 4 and still make the final at Wimbledon, that indicates her departure might create a void as big as Centre Court. She's not going to change her mind, by the way, and stay.

"I think it's the right time for me to leave," Navratilova says. "If it's not the right time for the game, then I say tough luck. I gave it about 10 more years than it had the right to expect.

"I don't feel like I would be contributing much anyway next year because my heart's not in it. I wouldn't be doing anybody any good."

So here's the plan.

She is playing six or seven more tournaments, but maybe not the U.S. Open, to which she isn't committed yet, but certainly the Virginia Slims Championships. That's it for tennis.

Then, by December, Navratilova's house will finally be completed on her 100-acre spread in Aspen, Colo. She can move out of the barn in which she is staying now and return sole custody of it to her three horses.

When she gets to her bedroom, she can pick up her jewelry pouch from the dresser and pull out the plug of grass she removed from Centre Court on her final visit, right after she lost to Conchita Martinez four weeks ago.

Then in January, it's off to Canada and that skiing trip with the airborne ski lift. After that, who knows? At the very least, Navratilova has a lot to think about, if she ever feels comfortable doing it.

"The years all start running together," she says. "I can't remember what year . . . I remember the decade, I can't remember the year. That just means that I've been playing a long time. It's all a blink when you think about it, the last 20 years.

"Friends say, 'Oh, don't retire, don't retire,' and you know I'm not retiring, I'm just not going to play tennis. I'm going to have a blast."

But for now, the blast is going to have to wait.

TELL US, MARTINA, IS IT NOISY IN BOISE?

The day before Navratilova and her New Jersey Stars teammates show up in Boise, Ida., to play a TeamTennis match, Rick and Jon Leach of the Idaho Sneakers go kayaking on the Payette River.

"It was cool," Jon Leach says.

Maybe, but as experiences go, it can't compare with Rick Leach's when he asks for one of Navratilova's rackets after the match and she gives him one.

"It's going in the trophy case," he says.

Navratilova has a contract to play one more year of World TeamTennis, a struggling, monthlong exhibition series featuring mostly minor players in mostly minor cities. The highest-ranking men's player is San Antonio's Christo van Rensburg, who is No. 147 on the ATP Tour.

In these bush leagues, Navratilova is unquestionably the star. She is introduced by the public-address announcer as "the greatest lady in tennis," and the nearly 3,000 in the stands seem to agree. Hundreds form lines at the exits after the match hoping for an autograph while Navratilova holds an impromptu news conference on court.

Somebody asks about her greatest rivalry.

Easy question.

□

Chris Evert is 39 and has two young sons. She also lives in Aspen, not too far from Navratilova, which probably isn't that surprising because their proximity to one another was the major story line of women's tennis for 16 years, 1973-88.

They played 80 matches, 189 sets and 12 tiebreakers. Navratilova held a 43-37 advantage and won 13 consecutive times in a span of nearly three years from 1982 to '85. If anyone fully appreciates how dominant Navratilova was in that period, it is Evert.

"She won the match before I stepped on the court," Evert says. "I knew I couldn't win. Mentally, she had already won. And I was No. 2 in the world . . . imagine what she was doing to the other players. She was invincible."

Navratilova can't recall what invincibility felt like.

"It's so long ago, I don't remember," she says. "But I knew I was going to win. That takes a lot of pressure off. I knew even if I didn't play my average, I would still win. I could do that even against the top players. I was playing so well, my average was that much better than anybody else. It's like you forget how to lose."

Navratilova was 89-14 in 1981, 90-3 in 1982, 86-1 in 1983 and 78-2 in 1984, the year her 74-match winning streak finally ended with a loss to Helena Sukova that December in the semifinals of the Australian Open. She won 15 tournaments in 1982, 16 in 1983 and 13 in 1984 on her way to a record 167 titles.

Evert was not surprised by Navratilova's Wimbledon farewell, not after Steffi Graf was defeated in the first round. And even though Navratilova's quest for a 10th Wimbledon singles title fell short, Evert is not convinced it was all that bad a thing.

"I think that was the signal, 'Martina, it's time to stop,' " says Evert, who retired in 1989. "If she had won, in her mind, she might have made the wrong decision about not playing. Let's face it, you always want

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to go out on top, but [John] McEnroe, myself, Jimmy [Connors], Billie Jean [King], we all didn't do it.

"So losing at Wimbledon was a blessing in disguise for Martina. I think she's more comfortable now with her retirement. Billie Jean was playing on and losing to people she shouldn't have and she didn't care. But Martina, she's going out on top, and that's important to a player."

Navratilova and Evert have grown closer over the years, but there was a time when they probably would have preferred to jam a racket down the other's throat. They didn't have much to do with one another, except on court. It was the women's tennis answer to Bjorn Borg-McEnroe as tennis shot to greater popularity, fueled by the spectacle of rivalries.

"People love rivalries," Navratilova says. "You've got to have rivalries, and we certainly had it going. Most of the times, one of us was No. 1 and the other was No. 2. It's hard to have a rivalry between No. 1 and No. 10 or No. 3 and No. 8 or whatever."

Navratilova says the reason she didn't get along with Evert was because she was being coached that way.

Nancy Lieberman, who had been a noted college basketball player at Old Dominion, began working with Navratilova to toughen her mental approach and to strengthen her body.

"There were a couple of years when I was beating Chris and Nancy was sort of saying, 'You've got to hate your opponents,'" Navratilova says. "So I got a little bit carried away with the killer instinct."

Evert says the first match that Lieberman saw Navratilova play was in Amelia Island, Fla., in 1981, the final of the Women's International Tennis Assn. championships. Evert won, 6-0, 6-0. At that point in the series, Evert had won 27 of the first 40 matches against Navratilova. After that match, Navratilova won 30 of the next 40.

"That was the turning point," Evert says. "I did her a favor beating her, 6-0, 6-0. Nancy was asking her how humiliating it was and that was the beginning of the new Martina, the whole physical edge."

Lieberman, now Lieberman-Cline, lives in Dallas with her husband and newborn son. She has a successful career as a television commentator for basketball games and runs a sports marketing company. She also has a softer definition of the killer instinct she instilled in Navratilova, with whom she was affiliated in the early 1980s.

"I just made her more competitive," Lieberman-Cline says. "For a time, she needed to go totally opposite to what she was because she was so passive. Mentally, she was competitive, but she had a lot of feeling for the people she was playing.

"The example was Chris—so mentally strong and dominating. Martina went out there to play tennis, and Chris went out there for war. In 1981, Martina needed to be pushed."

How a person is perceived is not in the control of that person. Navratilova is well aware of this truth, but she believes she is being perceived quite differently than in years past. She also believes how she is viewed relative to Evert is not as it once was.

"I think the perception of the All-American woman has changed over the years," Navratilova says. "Chris was the epitome of it in the 1960s and '70s, but in the '80s it started changing. Sure, she's still the same great person, but it's more accepted to be outspoken, to be a feminist, to have a muscular body, and your goal in life is not to be a housewife anymore—it's to do something with your life—and I fit that mold a lot more than Chris does.

"Had I been born 20 years later, I would have been accepted much more than I have. I've stayed the same, but they have accepted me because attitudes have changed."

THE FANS LINE UP IN SAN ANTONIO ROWS

It takes a phalanx of five security guards to get Navratilova into the changing room at McFarlin Tennis Center in San Antonio after another World TeamTennis match. Navratilova looks weary from all the attention at the scene, which is a far cry from the team's afternoon practice when only a few braved the broiling sun for a glimpse of her.

Navratilova is discussing "Forrest Gump," a film she saw the night before.

"It doesn't let smart people off the hook," she says. "If so-called stupid people can perform heroic acts, what does that mean smart people can do?"

The dream of many tennis fans in San Antonio is to get Navratilova's autograph. Some lucky ones get their visors or shirts or programs or pictures signed, but many don't.

Brad Williams also feels fortunate, but for a different reason. Williams is a reporter for the Texas Triangle, a biweekly gay and lesbian publication in Austin. Navratilova has agreed to give him an interview.

"I'm 27 and I have been aware of the Martina phenomenon since I was 8," Williams says. "She's been a role model my whole life, even before I knew what gay was or that I was gay. A lot of people see her as a major leader in the movement after her retirement. . . . How could she not be?"

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

Anyone familiar with interviewing Navratilova knows well that she is one of the most quotable athletes around. It seems she has an opinion on almost everything and is perfectly capable of expressing it.

But it has been something of a recent event that Navratilova has been so outspoken about gay issues, dating to the 1992 Colorado anti-gay constitutional amendment. Navratilova also caused a stir after Magic Johnson announced that he had HIV when she said if a woman had made the same admission, she would have been branded as a slut.

Navratilova is an extremely popular figure among gays, partly because she is so visible.

She is going to be even more outspoken in her retirement.

"I'll be an active activist," she says. "The environment, gay rights, which is equal rights. I want the right to adopt a baby, fight for my country, teach in school and not be fired because I'm gay, want the right to be married. Gay rights are huge because we don't have any."

Navratilova's relationships with Rita Mae Brown and Judy Nelson ended badly—Nelson sued Navratilova and reached a multimillion-dollar out-of-court settlement. Navratilova's new companion is Danda Jaroljmek, who was among Navratilova's many friends staying with her at a rented house in Wimbledon to see the last walk on Centre Court.

As the Martina Farewell Tour moves on toward its inevitable conclusion, the chances to see Navratilova play grow fewer and the anticipated reception for her becomes larger. So far, it has been somewhere between amused novelty and unbridled hysteria. As usual, Navratilova manages to provoke a reaction, and this time, it has been mostly good.

"I find it surprising, the level of support I've been getting, particularly because I'm gay," she says. "That's kept a lot of people from accepting me for a long time, but most of them have gotten over it.

"I still get introduced here and there and I hear jeers and boos from two or three people. Chris never had to hear that. I used to have a lot more of it, obviously. I still hear it and it hurts. To think that something like that would define somebody's perception of you as a human being is pretty scary."

THE LONG GOODBY

It's going to take about 11 months for Navratilova to leave, which amounts to one month for every two years she has played on the professional tour. Navratilova has lasted long enough to win 167 tournaments and that averages out to more than seven a year for her 22 years.

A left-hander and one of the last serve-and-volley specialists in the women's game, Navratilova was born on Oct. 18, 1956 in Prague, in the former Czechoslovakia, and grew up in Prague. She defected to the United States in 1975 and became a naturalized citizen in 1981.

She won her first Grand Slam singles title in 1978 at Wimbledon when she defeated Evert. Her last one was four years ago, also at Wimbledon, when she defeated Zina Garrison-Jackson in the final.

Navratilova's 1990 Wimbledon title, the ninth she had won on the court inside the ivy-covered brick walls on Church Road, might be directly attributed to the influence of her mentor, King, and her coach, Craig Kardon. King and Kardon rescued Navratilova from so-called burnout in 1989 and turned her around.

Kardon says he never believed he would have coached Navratilova for six years.

"Six months, I would have believed that," he says.

Now there are only six months left coaching Navratilova.

"It's difficult for me because I don't know how tough to be on her since she's going to be stopping," Kardon says. "It's been a real roller coaster. That makes what happened at Wimbledon so unbelievable. She was losing so many bad matches on clay, I didn't know if she was even going to make it to Wimbledon after losing in the first round of the French Open."

Through a spokesperson, King says she will not talk about Navratilova. King says she would be interviewed only about TeamTennis.

As Navratilova's doubles partner for most of the 1980s, Pam Shriver knew Navratilova as a player and a person as well as anyone. Shriver doesn't expect to see anyone like Navratilova again.

"She's an original, she's unique, she's a legend—who do you replace her with?" Shriver says. "Compared to anyone else, Martina kind of stands out even more glaringly."

Together they won 109 consecutive doubles matches and eight consecutive Grand Slam titles. How such a successful union could be formed from such a liberal as Navratilova and a staunch Republican as Shriver, who played tennis with George Bush when he was in office, well, it seems hard to imagine.

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

'The years all start running together. . . . I remember the decade, I can't remember the year. That just means that I've been playing a long time. It's all a blink when you think about it, the last 20 years. Friends say, 'Oh, don't retire, don't retire,' and you know I'm not retiring, I'm just not going to play tennis. I'm going to have a blast.'

MARTINA NAVRATILOVA

Associated Press

Navratilova's ninth Wimbledon singles title in 1990 was her last Grand Slam championship.

Navratilova offers an explanation.

"Pam played the right side and I played the left side," Navratilova says. "But it seemed that [one of us] always played the middle. The Republicans and Democrats could learn from that."

Until the tour ends, we can reflect on what we have learned from Navratilova. Part of it is great tennis—overpowering, dominating, flamboyant tennis. Another part is the opportunity to view a work in progress of a person, a study in freedom of expression and lifestyle.

So the tour goes on and Navratilova promises to try to keep her mind on her business.

"I haven't been swept up in the emotion yet, except maybe in the beginning, but it's going to be hard not to get caught up in it at the end," she says. "For now, I still have to play. I have to detach myself. I can get caught up in it when it's over."

And it will be over all too soon. When it is, someone will start writing Navratilova's legacy for her. Actually, she has her own walk-away line.

"I served and volleyed my way through life," she says.

Warm up the helicopter and prepare those skis. Life Phase II is not that far off. The first phase has gone better than anyone could have dreamed.

2042835032

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

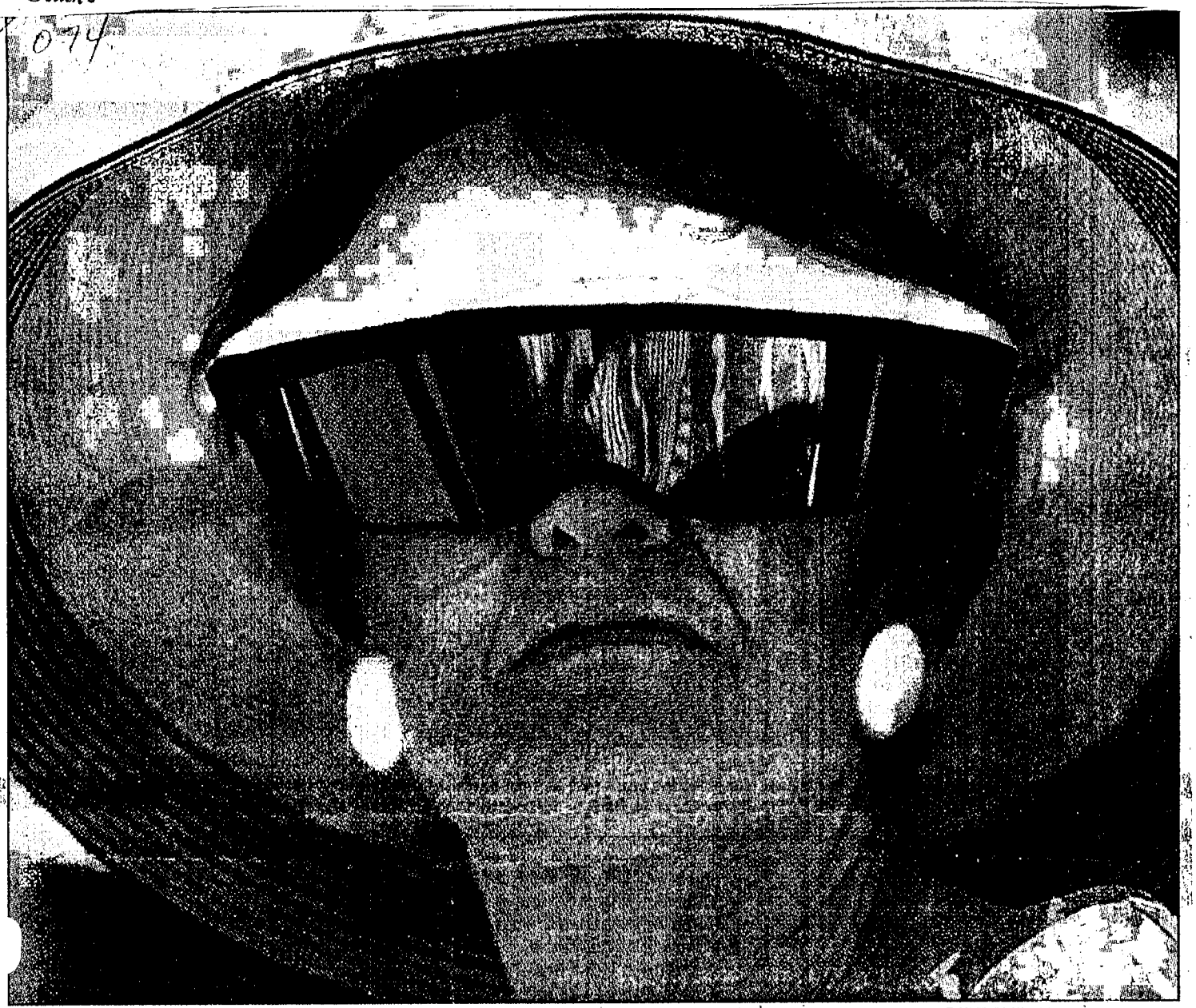
Los Angeles, CA
(Los Angeles Co.)
Los Angeles Times
(Cir. D. 1,164,338)
(Cir. S. 1,531,527)

AUG 1 2 1994

Los Angeles Times
METRO Cover

Allen's P. C. B. Est. 1888

074



ROBERT DURELL / Los Angeles Times

Yvonne Krueter wears plenty of sun protection while watching the Virginia Slims tennis tournament Thursday in Manhattan Beach.

2042835033

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

August Bake-Off

There's Not a Cloud in the Sky and No Relief in Sight From Near-Record Heat

By SHAWN HUBLER
and DAVID COLKER
TIMES STAFF WRITERS

The sauna that is August in Southern California set in with a vengeance Thursday, baking the Downtown Los Angeles skyline in a haze of near-record heat and boosting temperatures in the valleys past the century mark.

In Van Nuys, it was 107 degrees by lunchtime, and by late afternoon, Newhall, Ontario, Burbank, Irvine Ranch, Woodland Hills, Monrovia, Pasadena, San Bernardino, Hemet, Malibu State Creek Park, Fallbrook and Riverside, among others, had all broken 100 degrees.

Meanwhile in the deserts, Palm Springs—116 degrees—was shimmering like downtown Dharan. The state high was, of course, in Death Valley, which hit 121 degrees.

"It was steaming hot," reported 12-year-old Alicia Viramontes of Whittier, where the mercury was still hovering around 94 degrees as the dinner hour neared.

"We wanted to lay out and get a tan, but, like, every five minutes we had to jump back into the pool."

Even the usually temperate coasts were wretched. Beach-goers seeking breezy respite up and down the Southern California coast were greeted instead with blasts of 90-degree-plus heat. Temperatures in balmy San Diego hit 86 degrees, breaking the second local heat record in two days.

Marty McKewon, a meteorologist for WeatherData, Inc., which supplies weather information to the Times, said the heat wave is due to a strong high pressure system that is expected to stick around at least through today.

The system, he said, is supposed to be over the Texas Panhandle this time of year, but instead has migrated westward.

"What we are seeing is that the ridge of high pressure began to drift on Wednesday," McKewon said, "settling over the Four Corners area where Utah, New Mexico, Arizona and Colorado meet."

Because the system suppresses the downflow of air, it inhibits the formation of clouds, "allowing full solar heating over the Southern California area," he said.

To make matters worse, the offshore airflow that normally moderates temperatures is [illegible]

Please see H[illegible]

HEAT

Continued from B1

nonexistent.

"It's common in the summer to have a low pressure system over the deserts and this causes air to blow in from the ocean toward the lower pressure," McKewon said. "This cools off the coast and to a certain extent, the valleys.

"But the air mass is basically stagnant right now. You're just getting intense heating."

The heat, McKewon says, probably will stick around for a few more days.

"We expect the hot weather to continue through the weekend," he said.

The Los Angeles Civic Center—which hit 97 degrees Thursday, one degree shy of a record set in 1879, will probably cool by a degree or two through the weekend, but not by much more, he said.

The valleys can expect highs from the low 90s to 100 degrees or more.

"I'd say we can expect temperatures to be lower by about three to five degrees . . . [in the valleys] on Friday and through the weekend," said McKewon, checking his computer.

"About the same for Monday and then it looks like we'll start getting back to seasonal temperatures around Tuesday."

The beaches, however, should begin to cool off over the weekend, with temperatures heading back down to the high 70s and low 80s, he said. Nighttime temperatures should also begin to get more comfortable along the coasts, he said, dropping from the sticky levels of recent nights to the low- to mid-60s.

Meanwhile, McKewon said, subtropical moisture associated with the high pressure system is expected to trigger thunderstorms today and through the weekend in the inland deserts, hitting first along the Arizona border and possibly spreading as far west as Palm Springs.

2042835034

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

Anaheim, CA
(Orange Co.)
Excelsior
(Cir. W. 35,000)

AUG 19 1994

Allen's P. C. B. Est. 1888

Amy Frazier Ganó Virginia Slims LA

Redacción EXCELSIOR

MANHATTAN BEACH.- La tenista estadounidense Amy Frazier superó a su compatriota Ann Grossman por 6-1 y 6-3 y de esa manera obtuvo el torneo Virginia Slims, que repartió 400.000 dólares en premios. Frazier, décima preclasificada, no tuvo mayores problemas y se impuso con comodidad sobre Grossman, decimotercera favorita, para conquistar el tercer título de su carrera.

Frazier aprovechó los errores de su rival e impuso su fuerte juego desde el fondo de la cancha para quebrar el servicio de Grossman en varias ocasiones y llevarse una merecida victoria.

Conquistó 23 tiros ganadores por sobre seis de su rival y el resultado final le da mucha confianza para afrontar el próximo Abierto de los Estados Unidos, que comienza el 29 de agosto.

2042835035

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

Los Angeles, CA
(Los Angeles Co.)
La Opinion
(Clr. D. 103,000)

AUG 14 1994

Angélica Gavaldón a octavos de final

☐ La tenista méxicana avanzó en el torneo Virginia Slims de Los Angeles

Por Ricardo Jiménez
Redactor Deportivo

Mostrando una gran confianza en sí misma y un excelente control en su juego desde la línea de fondo, la mexicana Angélica Gavaldón avanzó a los octavos de final del torneo Virginia Slims de Los Angeles que se está disputando en el Country Club de Manhattan Beach, que está dotado con 400 mil dólares.

Gavaldón derrotó a la japonesa Kyoko Nagatsuka por 6-2, 6-1 en una de las canchas satélites del club ante un tremendo solazo que no pareció afectar a ninguna de las dos jugadoras que libraron una dura batalla a lo largo del partido.

En un partido de segunda ronda, la segunda clasificada del torneo, Martina Navratilova, derrotó a la francesa Alexia Dechaume-Ballaret por 6-3, 3-6, 7-6 (7-4).

Navratilova, que está haciendo su última presentación en Los Angeles, avanzó a los octavos de final, donde se medirá a Ann Grossman. Martina es la campeona defensora de este torneo.

"Me siento con mucha confianza en estos momentos. Estoy trabajando muy duro y he tenido éxito en los últimos torneos en que he jugado", dijo Gavaldón a *La Opinión*, quien la semana pasada también avanzó hasta los octavos de final en el torneo Toshiba de San Diego.

La mexicana venció a la puertorriqueña Gigi Fernández en el torneo de San Diego y el lunes derrotó a Natalia Medvedena, la clasificada número once del torneo angelino.

"Estoy jugando bien y he tomado mucha confianza al vencer a algunas de las mejores clasificadas", dijo Gavaldón, quien ahora reside en la ciudad de Coronado.

Después de perder el primer juego del primer set, Gavaldón ganó cinco juegos seguidos para tomar una ventaja de 5-1 y luego ganó el set por 6-2, utilizando un excelente juego desde la línea de fondo y unos certeros tiros sobre las líneas laterales que dejaron sin poder hacer nada a su rival.

El segundo set fue un poco más disputado, pero Gavaldón mantuvo el ritmo del partido y tomó una ventaja de 4-1, que luego convertiría en una victoria de 6-1, que fue más difícil de lo que el resultado indica, ya que la japonesa disputó con gran determinación cada uno de los juegos que finalmente perdió.

Nagatsuka tuvo problemas con su servicio a lo largo del encuentro y nunca pudo contestar la constante presión de la tenista azteca, que se lució en varias ocasiones con tiros potentes y rasantes que no pudieron ser contestados por su rival.

"Quiero seguir mejorando como jugadora y subir en la clasificación mundial. Mi más grande motivación es el orgullo que siento por ser mexicana y quiero mejorar el nivel tenístico de mi país", afirmó Gavaldón, quien tiene 20 años de edad.

Gavaldón enfrentará un reto muy difícil para mantenerse en esta competencia, ya que tendrá que jugar contra la francesa Julie Halard en los octavos de final del torneo local.

Halard, la jugadora número 18 de la clasificación mundial, venció a la mexicana en Berlín por 6-4, 7-6 en un encuentro disputado en superficie de arcilla.

"Es una buena jugadora y tuvimos un buen partido en Berlín. Siento que puedo ganarle y voy a hacer todo lo posible para lograr la victoria contra ella", dijo Gavaldón.

La tenista mexicana, que luce mucho más madura dentro y fuera de la cancha, comentó sobre la serenidad y eficiencia de su juego

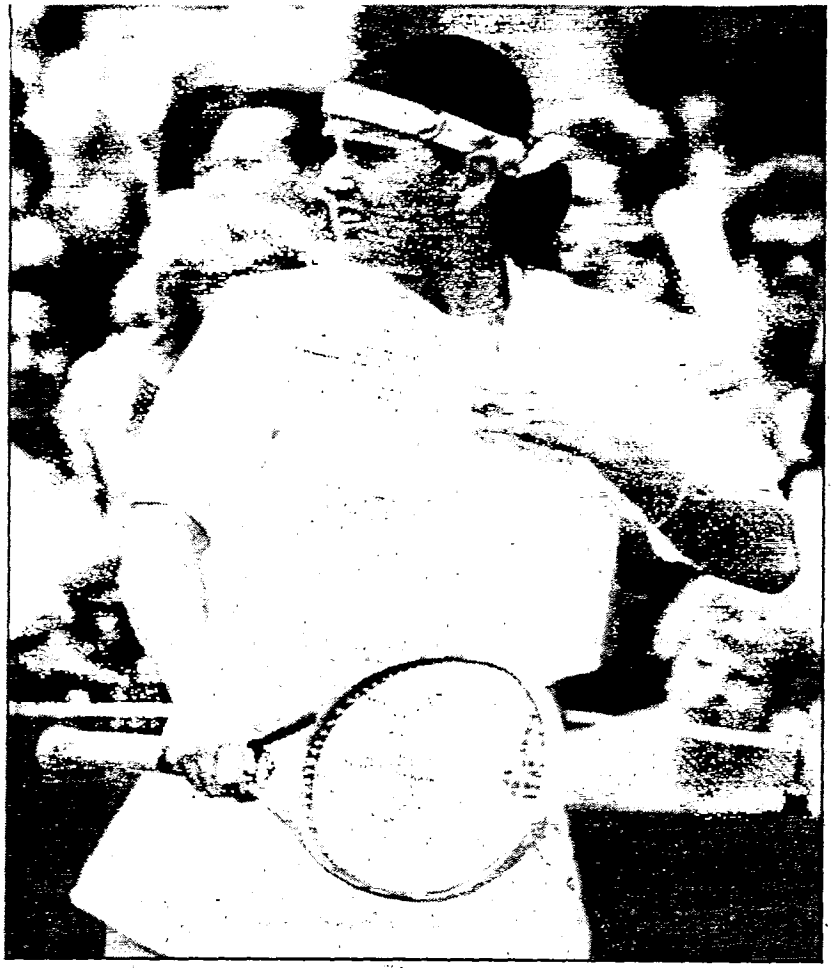
"Tengo mucha más experiencia y eso me ha beneficiado. Mi carrera va por buen camino y me siento más fuerte y con más control en la cancha", aseveró Gavaldón

Martínez en acción hoy:

La tenista española Conchita Martínez (1), cabeza de serie de este torneo, se enfrentará a Elena Likhovtseva hoy a las 7:00 de la

2042835036

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000



– Archivo de La Opinión

La tenista española, Conchita Martínez se medirá esta noche a Elena Likhovtseva en un partido de tercera ronda del torneo Virginia Slims de Los Angeles.

noche en la cancha central del Country Club de Manhattan Beach.

Martínez, quien está haciendo su primera presentación en el torneo angelino, avanzó automáticamente a la segunda ronda y luego derrotó a Lisa Raymond el martes para avanzar a los octavos de final.

Likhovsteva, una jovencita de 19 años, dejó en el camino a las experimentadas Gigi Fernández y Pam Shriver para llegar a este duelo contra Martínez.

"Estoy tratando de jugar lo mejor que puedo y no fijarme contra quién estoy jugando", dijo Likhovtesa después de vencer a Shriver el miércoles.

En otros partidos de ayer, la argentina Mercedes Paz cayó ante Patricia Hy por 6-0 y 6-4 y otra argentina, María José Giadano, también perdió, ya que fue derrotada por Sandrine Testud por 6-3, 6-3.

En otro encuentro de segunda ronda, la estadounidense Kimberly Po venció a la joven venezolana Melissa Mazzotta por 6-3, 6-0.

Resultados de la jornada:

Amy Frazier (10) derrotó a Christina Singer por 6-1 y 6-2; Elena Liktovtesa a Pam Shriver (16) por 6-0, 3-6, 7-5; Sabine Appelsmans (8) a Tami Whitlinger-Jones por 6-2, 1-6, 6-2 y Patty Fendick (12) a Laura Golarsa por 3-6, 6-4, 6-1.

Duelos de octavos de final:

Conchita Martínez (1) vs Elena Likhovtseva; Martina Navratilova (2) vs Ann Grossman (13); Jana Novotna (4) vs Patty Fendick (12); Zina Garrison-Jackson (5) vs Nathalie Tausiat (9); Anke Huber (6) vs Amy Frazier (10); Julie Halard (7) vs Angélica Gavaldón; Sabine Appelmans (8) vs Sandrine Testud y Kimberly Poe (15) vs Patricia Hy.

2042835037

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

SHOE-INS: OUR FOOTWEAR PICKS

$2.95 OCTOBER 1994 CANADA $3.50/U.K. £2.50

tennis

Michael Chang

Should you have 2 backhands?

- What makes a two-hander better
- What makes a one-hander better
- How to hit each one
- Bonus sequence: How Chang hits his two-hander

What's behind the reign of Spain

2042835038

10
92567 10305 8

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

Passing Shots

FRED MULLANE/VIRGINIA SLIMS

Conchita Martinez got a lesson in the finer points of beach volleyball from Miller Lite champ Mike Dodd during a break in the Virginia Slims of Los Angeles.

HEARD BETWEEN MATCHES

● If tennis' future is to include a rock 'n' roll soundtrack, **Andre Agassi** won't be a part of it. An angry Agassi lashed out at the experiment of playing rock music during player introductions and on changeovers at the **Volvo International** event in New Haven this summer, calling it "an embarrassment" to tennis. "To turn the tournament into a concert like that is an absolute joke," Agassi said. "If any other tournament does this I would quit before I would go out there. If the game doesn't hold its own, then it's over."

● **Ivan Lendl** also had a gripe about the music at the Volvo, though his was made with tongue firmly in cheek. When asked why he chose The Beatles' classic, "Penny Lane" as his introduction song, Lendl quipped, "I asked for a Czechoslovak song from the mid '60s, but they couldn't find it."

● After a year-long comeback attempt, **Tracy Austin** has decided to retire again from the pro tour. "I've just stopped feeling that spark on the court," Austin said in announcing her decision in July.

● Citing a lack of support from the players, the **Australian Open** has cancelled its plan to inaugurate a best-of-five-set women's final next year. "We are disappointed, because we thought it was a great idea, but it appears we may have been a bit before our time," tournament director **Paul McNamee** said.

● **Jim Courier** recently unloaded a salvo at **Jimmy Connors** and his continuing criticism of today's tennis players. "God bless Jimmy and **Ilie Nastase**," Courier said. "They brought a lot of people out to the court. But if my child ever acted like them, that would be the last time he'd play tennis. I have nothing but respect for [Jimmy] as a tennis player but there is no reason for him to be taking shots at us. His day is done and now we're doing it and I think we're doing it well. And we're not doing it with fingers in the air and hands on our crotch."

COURT CHATTER

● **Fila** and **Yonex** have suspended **Monica Seles'** endorsement agreements until she returns to the tour. The reason is simple: No Seles, no sales. Seles, still recovering from the stabbing incident in April 1993, hasn't indicated when—or even if—she'll return to the tour. "The contract is suspended until she decides to play again," says Marty Mulligan, director of international promotions and marketing for Fila, "and we have no idea when that will be." Both companies said her endorsement deals will be restored as soon as she returns to the tour.

● Adding color to clothes, players and the game will boost tennis' popularity, according to a recent telephone survey conducted by **Prince Sports Group.** More than 300 people called to opine about tennis after Prince published an 800 number in *USA Today* and the *Wall Street Journal.* According to Prince, 74 percent of callers found tennis pros boring; 63 percent said all-white clothing rules should be dropped and 74 percent thought the game too power-oriented. Eighty-four percent said the game is too expensive and difficult to play regularly. Many callers also suggested tennis' scoring system should be changed to allot extra points for rallies won at the net, similar to the NBA's

LAURA BACARRA

Maggie Maleeva, Mary Pierce, Renee Stubbs and Natalia Zvereva (left to right) looked to get a leg up on the competition by breaking into an impromptu dance routine during the opening ceremonies of the Federation Cup tournament.

QUOTE OF THE MONTH

"It doesn't affect me. I can play five points in 25 seconds."

—Goran Ivanisevic, about the rule changing the time between points from 25 to 20 seconds.

2042835039

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

SUMMARY AT A GLANCE

2042835040

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

1994 VIRGINIA SLIMS OF LOS ANGELES

COMPLETE WRAP-UP REPORT

I. SUMMARY AT A GLANCE

The 1994 Virginia Slims of Los Angeles continued to be a summer tradition in Los Angeles. Martina Navratilova's final singles appearance at this year's tournament made it an extra special event.

The tennis and sports media look forward to this event and are contacted by The Robbins Group throughout the year with updates on the pending tournament. We also reach out to the off-sports media with creative ideas for stories. Beginning in April, we began researching creative ideas, mailed calendar listings and began placing items in tennis columns. We were able to generate publicity all the major dailies. The relationships we have cultivated with the tennis media furnish us with good opportunities to place our information.

We were able to place several items in the *Los Angeles Times*, despite the lack of an assigned tennis writer and fewer sports pages than last year. Beyond the notes placed in the sports section, we had an in-depth feature on Navratilova, a Jim Murray and a Mike Downey column, a Jana Novotna feature, Bea Maxwell charity item, a Valley section feature on a tournament umpire, a color photo on the cover of the Metro section and excellent tournament coverage.

The Martina Navratilova Farewell Charity Fundraiser was an excellent main source of pre-event publicity, as it did not need player participation and had a charity hook. This fundraiser placed us on sports and off-sports pages. Most notably, the *Los Angeles Times*/Morning Briefing was syndicated to more than 600 papers. Without a national clipping service we were unable to monitor the actual impressions of the column, but having received letters from across the country we presume extensive pick-up.

We could have gained more pre-event publicity from a Draw Party, but did not have the availability of a top player. There were also many media opportunities for Navratilova, but due to her tight schedule we had to pass. We did make the most of an opening in her schedule on the first day of the tournament, Monday, August 8, by inviting television and the major daily newspapers to a 30 minute question and answer session. This worked well for the tournament and the media.

-more-

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

We were happy to get a pre-event conference call from Wimbledon with Lori McNeil, one of our top players before she withdrew. A feature in *Tennis West* magazine on Gabriela Sabatini, ran prior to her withdrawing. Many of our off-sports pitches were halted by withdrawals and lack of availability of top players.

Television coverage tournament week was extensive. Our television requests outnumbered last year, in part due to the baseball strike. Gigi Fernandez did an in-studio interview with Ed Arnold/KTLA on Sunday, August 7, after Lindsay Davenport was unable to make it due to injury which forced her to withdraw. We helped to coordinate an interview for Zina Garrison Jackson with Jim Rome on ESPN2. Although we were unable to utilize Navratilova's new book for publicity, we helped coordinate an on-site interview with "Extra" that was used for the book's debut at the U.S. Open.

-end-

2042835042

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

HIGHLIGHTS

2042835043

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

II. HIGHLIGHTS

- *MARTINA NAVRATILOVA CHARITY FUNDRAISER* - This fundraiser provided us with pre-tournament publicity while generating donations for the American Red Cross Earthquake Relief. It brought in hundreds of letters wishing Navratilova "Farewell, but not Goodbye." We were also fortunate to get an autographed tennis racquet from Navratilova to auction at the tournament. Close to $6,000 was raised.

- *MARTINA NAVRATILOVA LOS ANGELES TIMES FEATURE* - We were happy to secure this in-depth feature with Tommy Bonk. We arranged, through Janine Goldberg, for Tommy to spend two days traveling with Navratilova during her World TeamTennis dates. This tribute hit one week earlier than we planned, but it transcended the coverage of the men's tournament on its' final Sunday.

- *JIM MURRAY/LOS ANGELES TIMES* - We secured and coordinated a telephone interview with Navratilova, with Pulitzer Prize winning columnist Jim Murray. As always, this is a coveted placement that is difficult to secure.

- *OFF-SPORTS/LOS ANGELES TIMES* - We pitched an off-beat story to the Valley section on an umpire from the valley who looks forward to the Virginia Slims of Los Angeles every year. We also landed on the cover of the Metro section with a huge photo highlighting the heat wave in LA during the tournament.

- *TENNIS WEST MAGAZINE* - We pitched and secured an advance feature on Gabriela Sabatini in this quarterly magazine. It was a hard pitch as they desperately wanted Navratilova. We coordinated the interview with Sabatini from Italy with AP's Olga Houlgate. The story ran in the Summer issue. Sabatini withdrew from the tournament on 8/4 due to an injury.

- *SUNDAY ADVANCES* - We pitched and coordinated interviews and provided tournament information which resulted in advances in the *Los Angeles Times*, *Long Beach Press Telegram* and the *Los Angeles Daily News*, among most other major dailies. We were particularly happy with the *Press Telegram* article as coverage in the past years has been minimal.

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

- *HISPANIC COVERAGE* - *La Opinion* and *Excelsior/OCR* covered the tournament daily which exhibited interest in the hispanic field. We coordinated post-match interviews in Spanish when requested.

- *KMPC/ABC TALK RADIO* - Upon request, we arranged a live phone interview for Tracy Austin with Liz Shanov. The radio show is syndicated to ABC stations and has a lifestyle focus. It is the first sports talk-show hosted by a woman in Los Angeles.

- *LOS ANGELES MAGAZINE* - This regional magazine is entertainment oriented, and securing a sports calendar placement is difficult. Additionally, August has a high concentration of entertainment events to choose for a listing.

- *VOLLEYBALL CROSS PROMOTION* - We sent Gigi Fernandez and Conchita Martinez to the Miller Lite Pro Beach Volleyball tournament in Seal Beach. Fred Mullane's photos ran in *Tennis* and *Volleyball Monthly*. The players had a great time too!

-end-

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

CHALLENGES

2042835046

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

III. CHALLENGES

- *PLAYER AVAILABILITY* - The lack of availability of top players is always an issue. This year was unique because the top players were not only unavailable there were very few of them. In June, we announced seven out of the 10 ten players in the world would participate. Regular withdrawals left us with only three of the top 10 going into the tournament and none of them made it beyond the quarterfinals. This affected all aspects of publicity and limited our media opportunities. It also halted our efforts in the off-sports area because in Los Angeles, the entertainment capital of the world, needs a big name to pull tennis off the sports pages.

- *RETURN OF THE TENNIS DRESS* - This was a great off-sports pitch for the fashion pages. The fashion editor at the Los Angeles Times was interested, but limited photos of our players in tennis dresses and the withdrawal of Mary Pierce due to a scheduling conflict killed the story.

- *TODD DONOHO/MONDAY NIGHT LIVE* - Todd Donoho wanted Navratilova as his guest for this live show that comes on after Monday Night Football in the Los Angeles market. She was not available and unfortunately, they were not interested another player.

- *RADIO OPPORTUNITIES* - KABC talk radio drive-time show with Steve Edwards and KIIS-FM's "Battle of the Sexes" are both highly rated and wanted only Navratilova as a guest. We tried to pitch other players, but our field was too limited.

- *VIRGINIA SLIMS SPONSORSHIP* - We did not make any official statements regarding Virginia Slims returning as the tournament sponsor. The media did inquire on this subject and we scheduled a question and answer with Jerry Diamond, tournament promoter, with Virginia Slims executives present.

- *DRAW PARTY* - We were excited about incorporating the Draw Party with the men's tournament, which ends the day prior to the Virginia Slims of Los Angeles, and capitalizing on the media presence at the LA Open. Logistically, this would have been demanded little effort on the media's part, resulting in advance media exposure. A top player was not available.

- *MANHATTAN BEACH WALK OF FAME* - This was an great creative idea that truly needs 6 - 12 months to be properly executed. The city of Manhattan Beach and Los Angeles County were very interested in the idea but the process involves a lot of red tape.

-end-

2042835047

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

LOGISTICS

2042835048

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

IV. LOGISTICS

The Robbins Group, in conjunction with its media relations expertise is also an events specialist which provided the media with a professional and comfortable media tent. We distributed tournament information to the media in a timely manner including statistics (WTA), schedules of play, and results plus conducted post-match and one-on-one interviews. We pride ourselves on a efficient and fun environment in the Media Tent.

Again this year, talk of moving the media tent was a great concern. In June, we confirmed that the location of the tent would remain the same.

Our established relationships with the Manhattan Country Club and our vendors provides smooth logistical operations during the tournament. Our experience saves times in understanding the operations of the tent and the needs of the media, as well as coordinating the volunteers.

With the extreme heat at this year's tournament, we improvised as needed with extra fans, water and a positive attitude.

Media comments included the compliment that the tent was run better this year than in any previous year!

-end-

2042835049

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

VIRGINIA SLIMS OF LOS ANGELES

LOGISTICS

2042835050

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

TELEPHONES

Vendor:	ATT Michelle Benitez	 818/304-5318 (p) 818/304-5168 (f)
Comments:	ATT set-up the account (21 lines total) Installed Merlin System	
Vendor:	GTE Beverly Gonzales	800/483-3366 (p)
	GTE Dave Taylor	310/542-5511 (p) 800/482-3366 (pager) #00602
Comments:	GTE issued phone numbers and were on-site reps. Installed Centranet systems and single line phones	

Break-down

8- ten button phones/with rotary capabilities

R1	unrestricted	(reception)
R2	unrestricted	(reception)
R3	unrestricted	(reception)
R4	unrestricted, no bell	(VSLA)
R5	unrestricted, no bell	(The Robbins Group)
R6	restricted, no bell	
R7	restricted, no bell	
R8	restricted, no bell	

13 single line phones

10	single line phones, restricted * Los Angeles Times * Associated Press	
2	Fax machines, unrestricted outgoing incoming	
1	computer line	(WTA)

2042835051

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

MEDIA TENT

Vendor:	Aztec Rents	310/328-5060 (p)
	Howard Tabackman	310/328-5356 (f)

Ordered:	Tent 60' x 30', with partition at 15' (All White)	
	Red Carpeting (upgrade) for tent floor and riser	
18	8' Tables	
6	6' Tables	
20	13 1/2' royal blue linen skirting	
3	9' royal blue linen skirting	
200	clips	
Roll	White velon for table tops	
80	plastic chairs (white)	
9	quartz lighting (500 watts each)	(3 in post-match)
2	exit signs	
2	30' cable/rope to hang across tent at top of walls	
3	easels	
3	3' x 8' sections for 8' x 9' riser	
1	refrigerator	
2	zinc tubs for ice	
3	coffee pots	
3	ceiling fans	

BEVERAGES

Vendor:	Sam's Deli	310/545-4588 (p)
	Willie and Peter	
Ordered:	A variety of Miller beers, sodas and water	
Comments:	Due to the unusual heat and humid, we needed to order a lot of water.	

2042835052

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

WALKIE TALKIES

Vendor: Bear Communications 310/857-0085 (p)
Any sales representative

Ordered: Seven (7) walkie-talkies

Comments: The walkie talkies were issued to the following:

Kristy Barrett
Christine Calandra
* April Frank
Jim Fuhse
Janine Goldberg
Annalee Thurston
Reception area

* April Frank roamed the courts and reported the updates to the Media Center.

FLORIST

Vendor: Bob's Nursery 310/376-0567 (p)
Bob

Ordered:

24	1-gallon white with reds vincas bases with blue foil	
2	5-gallon red bougainvillaeas bases with blue foil	
2	7' ficus trees	(Rented)

2042835053

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

SECURITY

Vendor:	Langner Security Roger and Larry Langner	310/490-3310 (p)

Comments: One Langner security person was hired to guard the main entrance into the Media Center and one Tournaments, LTD security person was hired to guard the back entrance into the Media Center. Per the contract, Tournaments LTD. was responsible for the payment of the security starting on August 6, 8:00 am through August 14th 8:00 pm. In order to secure our equipment, set-up equipment and breakdown equipment, we contracted with Langner Security for the remaining amount of time.

SOUND

Vendor:	The Sound Company Richard Lee	310/370-5513 (p) 310/371-6853 (f)

Ordered:

2	speakers
1	mixer
2	table microphones
1	mult-box

OFFICE EQUIPMENT

Vendor:	Image Kraft Brian Kraft	310/278-2515 (p) 310/278-2463 (f)

Ordered:

1	IBM selectric typewriter
1	Heavy duty copier with collator
1	Desk top copier with limited capacity
1	Outgoing fax
1	Incoming fax

2042835054

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

ELECTRICITY

Vendor:	Pete Jankowicz Electrical Pete Jankowicz	310/316-0160 (p) 310/767-2339 (pager)
Comments:	Forward the layout of the Media Center at least ten (10) days in advance.	

VOLUNTEERS

Head Volunteer:	Marge Bjorkland 232 S. Gradalupe Avenue Unit B Redondo Beach, CA 90277	310/376-4277 (p)
Comments:	Marge is the best. She arranges all the volunteers and coordinates their times. Generally, there are three (3) volunteers per shift and there are three (3) shifts per day. The Robbin Groups assembles Volunteer packets. The packets include information of their duties, who's who list of Virginia Slims personnel and WTA personnel, sample schedule of play, sample of the singles and doubles draw, T-shirts and their credentials.	

2042835055

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

MEMORANDUM

To: Media Center Volunteers

From: Kristy Barrett
Christine Calandra
Patrice Ablack
The Robbins Group

RE: VIRGINIA SLIMS OF LOS ANGELES
MEDIA CENTER VOLUNTEERS ORIENTATION

Date: July 26, 1994

The 1994 Virginia Slims of Los Angeles is right around the corner and thanks to all of you it will surely be a successful event. We greatly appreciate all your time, consideration and interest which helps make this Media Center run so efficiently and effectively. The following are some guidelines and samples that will help assist you:

- General Tournament Information
- Volunteer Duties
- Who's Who Sheet
- Sample Schedule of Play
- Sample Singles Draw Sheet
- Sample Doubles Draw Sheet

Also enclosed please find the official Virginia Slims of Los Angeles T-shirt and your Media Center Media Staff credential. Both these items will make you identifiable to those using the Media Center.

If you have any questions and/or suggestions, please let us know.

Again, thank you in advance for helping the Virginia Slims of Los Angeles.

2042835056

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

VOLUNTEERS DUTIES

All volunteers will be responsible for all of the following duties:

I. **Receptionist**

- Answer phones: It is very important to be familiar with the VSLA staff and the reporters in the Media Center. If you are unable to locate someone, please ask Marge, Kristy, Christine or Patrice.

- Take messages: If a call comes in for someone who is not available, please take an accurate message on the telephone message pads. All messages should then be tacked to the cork board adjacent to the volunteer area. When the person re-enters the Media Center, especially reporters, let them know they have a message.

- Help answer questions or find someone who can. Should someone on the phone have a question which you are unable to answer please ask Marge, Kristy, Christine or Patrice for help.

- Light secretarial duties: you maybe asked to type a label or aid in other clerical duties.

- Clips: help cut and paste up press clippings.

- Results: help fax the daily results.

II. **Update**

- Maintain and update draw sheets and schedule of play, including the small ones posted around the Media Center.

- Maintain supply of small draw sheets and schedule of play on the informational table which is located in the center of the Media Tent.

- Scores: monitor court progress and update match score information.

III. **Everyone**

- Please help keep the Media Center clean and be ready to be called to action if needed.

2042835057

--more--

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

VOLUNTEER SPECIFICS

I. Answer phones

Keep message pad and pen handy.

Please answer: "Good morning/afternoon, Virginia Slims Media Center..."

Please refrain from shouting across the room.

II. Faxing

Make sure the cover sheet reflects the current date and the proper amount of pages.

We usually fax the cover sheet, the day results, schedule of play for the next day, the singles draw and the doubles draw sheet. Be sure you have the most current version of each before faxing.

III. Press clippings

Various newspapers will be brought in each morning. All articles that mention the Virginia Slims of Los Angeles should be cut out and pasted. Photocopy the articles onto a 8 1/2 x 11 paper, if needed please reduce and cut. All articles should then be placed in the manila folder designated for press clippings.

Tape the original to the matte poster boards for placement around the Media Center.

On the photocopies, underline any mention of Virginia Slims. Make sure that the copy includes the name of the paper and the date as it appears in the paper (i.e. don't write it in yourself).

IV. Updating

The Large Draw Sheets (one for singles and one for doubles) and the Schedule of Play will be on easels and will be updated when you come in the morning. 8 1/2 x 11 copies of each will also be on the information table which is in the center of the Media Tent.

When a referee comes into the Media Center after a match, he/she should use the photocopy machine directly on top of the volunteer table by the front entrance of the tent. This machine is for their use only. The photocopy of the score card should be marked with an "O" and the original should be given back to the referee.

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

IV. **Updating (cont.)**

On the Schedule of Play easel: please circle the winner's name and write down the score with the erasable markers.

On the Draw Sheet: write down the last name of the winner above the lines and the score underneath the line with a sharpie. If there is a tie-breaker, include the tie-breaker score in parenthesis after the corresponding set score (i.e. 6-7 (4-7), 6-3, 6-2), then go around the room and do the same on the 8 1/2 x 11's with a pen.

PLEASE NOTE:

ALL **SEEDED** PLAYERS' NAMES ARE ALWAYS CAPITALIZED AND WRITTEN IN RED INK.

All **unseeded** players' names are always lower cased and written with black ink.

Please don't update the above mentioned boards if your handwriting is not neat.

Please give the copy of the "O" Score Card to Christine or Patrice who will then type the results on the master score sheet. If neither are available, please store the new results lengthwise (so it sticks up out of the manila folder). The media will often ask to see a Score Card from a specific match. Just pull the original from the Score Card file and make a copy for them --Please don't give them the original!

V. **General Rule**

Always remember...if you are not sure about something, ask Marge, Kristy, Christine or Patrice. They will always make time to help you. And, of course, have **FUN!**

# # #

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

VIRGINIA SLIMS OF LOS ANGELES WHO'S WHO

Virginia Slims Personnel

INA BROEMAN
Director, Event Marketing

NANCY ZIMBALIST
Manager, Event Marketing

ANNALEE THURSTON
Event Management Consultant

JANINE GOLDBERG
Public Relations Consultant

JIM FUHSE
Public Relations Consultant

WTA personnel

PAM WHYTCROSS
Tour Director

DOUG CLERY
Publications Editor

SUSAN VOSBURGH
MIS Coordinator

MEDIA CENTER:
310/546-6925
FAX: 310/546-9714

MANHATTAN COUNTRY CLUB:
1330 Parkview Avenue
Manhattan Beach, CA 90266

The Robbins Group:
Marcia Robbins
Kristy Barrett
Christine Calandra
Patrice Ablack

Tournament Office: 310/546-7753
Jerry Diamond, Tournament Director
Jan Diamond

VS/Annalee Thurston: 310/546-9572

WTA/Pam Whytcross: 310/546-9570
FAX: 310/546-9571

Radisson Hotel: 310/546-7511

Tour Hotline: 310/414-7400

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

$350,000 VIRGINIA SLIMS OF LOS ANGELES
SCHEDULE OF PLAY
THURSDAY, AUGUST 16, 1990

SAMPLE

CENTER COURT			
10:00AM	Amanda Coetzer (South Africa)	vs	(5)KATERINA MALEEVA (Bulgaria)
Followed by	Stephanie Rehe (Oceanside, CA)	vs	(3)GABRIELA SABATINI (Argentina)
Followed by	(14)ANNE SMITH (Dallas, TX)	vs	(2)MONICA SELES (Sarasota, FL)
Followed by	Alycia May/Kimberly Po (Beverly Hills, CA/ Rolling Hills, CA)	vs	(4) NICOLE PROVIS/ ELNA REINACH (Australia/South Africa)
Followed by	(6)MERCEDES PAZ/ GABRIELA SABATINI (Argentina/Argentina)	vs	Eva Pfaff/Anne Smith (West Germany/Dallas, TX)
	(possible court change)		
7:00 PM	(1)MARTINA NAVRATILOVA (Aspen, CO)	vs	Catarina Lindqvist (Sweden)
Followed by	Belinda Cordwell/ Catarina Lindqvist (New Zealand/Sweden)	vs	Stephanie Rehe/ Andrea Temesvari (Oceanside, CA/Hungary)
COURT 6			
11:00 AM	(4)ZINA GARRISON (Houston, TX)	vs	(13)ROSALYN FAIRBANK-NIDEFFER (San Diego, CA)
Followed by	(6)MARY JOE FERNANDEZ (Miami, FL)	vs	(11)LAURA GILDEMEISTER (Peru)
Followed by	(8)ELISE BURGIN/ ROSALYN FAIRBANK-NIDEFFER (Baltimore, MD/ San Diego, CA)	vs	Isabelle Demongeot/ Claudia Porwik (France/West Germany)
COURT 5			
11:00AM	(8)NATHALIE TAUZIAT (France)	vs	(9) AMY FRAZIER (Rochester Hill, MI)
Followed by	Kathy Rinaldi (Amelia Island, FL)	vs	(7)JANA NOVOTNA (Czechoslovakia)
Followed by	Pascale Paradis/ Catherine Suire (France/France)	vs	(5)LISE GREGORY/ GRETCHEN MAGERS (Miami, FL/San Diego, CA)

VIRGINIA SLIMS TENNIS VIRGINIA SLIMS TENNIS VIRGINIA SLIMS TENNIS VIRGINIA SLIMS TENNIS VIRGINIA SLIMS TENNIS

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

VIRGINIA SLIMS TENNIS DRAW SHEET

(Doubles)

SAMPLE DOUBLES

(1) 1 G.FERNANDEZ-J.NOVOTNA
G.FERNANDEZ-NOVOTNA
2 BYE
G. FERNANDEZ-J. NOVOTNA 6-3, 6-2
3 J.Durie-J.Richardson
A.White-R.White 3-6,7-6(4),6-2
4 A.White-R.White
G. FERNANDEZ-J. NOVOTNA 6-1,6-2
5 P.Paradis-C.Suire
P. Paradis-C. Suire 3-6, 6-2, 6-2
6 L. Gildemeister-P. Tarabini
L. GREGORY-G. MAGERS 6-4,6-4
7 P.Louie/Harper-P Barg/Mager
L. GREGORY-G. MAGERS 7-6(5),6-4
(5) 8 L. GREGORY-G.MAGERS
G. FERNANDEZ-J.NOVO 6-3,4-6,6-4
(3) 9 Z. GARRISON-M. NAVRATILOVA
Z. GARRISON-M. NAVRATILOVA
10 BYE
Z. GARRISON- M. NAVRATILOVA 6-0, 7-6 (4)
11 A.Dechaume-N.Herreman
Dechaume-Herreman 6-1,6-3
12 H.Na-Ca. MacGregor
Z. GARRISON -M. NAVRATILOVA 7-5,6-1
13 B.Paulus-N.Tauziat
Cordwell-Lindqvist 6-2, 6-4
14 B.Cordwell-C.Lindqvist
S. Rehe-A. Temesvari 6-1,6-4
15 S.Rehe-A.Temesvari
Rehe-Temesvari 6-0,6-4
16 R.Field-C.Wood
G. FERNANDEZ-J. NOVO 6-3,4-6 6-4
(8) 17 E.BURGIN-R.FAIRBANK-NIDEFFER
E. BURGIN-R. FAIRBANK-NIDEFFER 7-5, 7-6 (1)
18 L. Barnard-D. VanRensburg
E. BURGIN/R. FAIRBANK-NIDEFFER 6-3,6-3
19 M. Lindstrom-H. Ludloff
I. Demongeot-C. Porwik 7-6(7) ,6-4
20 I. Demongeot-C. Porwik
E. BURGIN/R. FAIRBANK-NIDEFFER 7-5,7-5
Q 21 C. Benjamin-A.Minter
May-Po 4-6, 6-3, 6-4
WC 22 A. May-K.Po
A. May-K. Po 4-6,6-3,7-6(4)
23 BYE
PROVIS-REINACH
(4) 24 N. PROVIS-E. REINACH
M. PAZ-G. SABATINI 6-2,2-6,7-6(2)
(6) 25 M. PAZ-G. SABATINI
PAZ-SABATINI 6-2,6-1
26 J. Hetherington-K. Rinaldi
M. PAZ-G. SABATINI 6-4, 6-2
WC 27 J. Emmons-S. Sloane
Collins-Smoller 6-4,7-6(6)
28 S. Collins-J. Smoller
M. PAZ-G. SABATINI (default)
29 E. Pfaff-A. Smith
Pfaff-A. Smith 6-4,7-6(4)
Q 30 A.Grossman-N.Miyagi
E. Pfaff-A. Smith 6-2, 4-6, 1-2 ret.
31 BYE
M.J.FERNANDEZ-NAGELSEN
(2) 32 M.J. FERNANDEZ-B. NAGELSEN

WINNER

2042835062

SEEDS

1 G. FERNANDEZ-J. NOVOTNA
2 M.J. FERNANDEZ-B. NAGELSEN
3 Z. GARRISON-M. NAVRATILOVA
4 N. PROVIS-E. REINACH
5 L. GREGORY-G. MAGERS
6 M. PAZ- G. SABATINI
7 P. FENDICK-M. McGRATH (withdrew)
8 E. BURGIN-R. FAIRBANK

PRIZE MONEY

WINNER	$21,000
RUNNER-UP	$10,500
3rd - 4th	$5,250
5th - 8th	$2,625
9th - 16th	$1,400
17th - 32nd	$750

SITE Manhattan Country Club

DATES August 13-19, 1990

PURSE 350,000

DRAW 32-Player

SURFACE Hardcourt

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

(Singles)

VIRGINIA SLIMS TENNIS DRAW SHEE

$350,000 VIRGINIA SLIMS OF LOS ANGELES
August 13 - 19, 1990

MANHATTAN COUNTRY CLUE

SAMPLE SINGLES

(1) 1 M. NAVRATILOVA (USA)
2 BYE
3 R. White (USA)
Q 4 D. Graham (USA)
5 S. Sloane (USA)
Q 6 B. Cordwell (NZL)
7 C. Lindqvist (SWE)
8 L. MCNEIL
(16) 9 C. PORWIK (FRG)
10 F. Labat (ARG)
11 N. Miyagi (JPN)
12 K. Rinaldi (USA)
13 A. Temesvari (HUN)
WC 14 M. Pierce (FRA)
15 BYE
(7) 16 J. NOVOTNA (CZE)
(4) 17 Z. GARRISON (USA)
18 BYE
LL 19 B. Fulco (ARG)
20 K. Quentrec (FRA)
21 I. Demongeot (FRA)
Q 22 T. Takagi (JPN)
Q 23 M. Javer (GBR)
(13) 24 R. FAIRBANK-NIDEFFER (USA)
(12) 25 G. MAGERS (USA)
WC 26 P. Louie-Harper (USA)
27 C. Dahlman (SWE)
28 A. Coetzer (SAF)
29 D. Van Rensburg (SAF)
30 A. Grossman (USA)
31 BYE
(5) 32 K. MALEEVA (BUL)
(6) 33 M.J. FERNANDEZ (USA)
34 BYE
35 A. Gavaldon (USA)
Q 36 C. Toleafoa (NZL)
Q 37 S Gomer (GBR)
38 P. Tarabini (ARG)
WC 39 A. May (USA)
(11) 40 I. GILDEMEISTER
(15) 41 G. FERNANDEZ (USA)
42 N. Herreman (FRA)
43 S. Rehe (USA)
44 B. Nagelsen (USA)
45 H. Cioffi (USA)
46 S. Hanika (FRG)
47 BYE
(3) 48 G. SABATINI (ARG)
(8) 49 N. TAUZIAT (FRA)
50 BYE
51 E. Burgin (USA)
LL 52 R. Baranski ((POL)
Q 53 T. Whitlinger (USA)
54 E. Reinach (SAF)
55 M. Paz (ARG)
56 A. FRAZIER (USA)
(14) 57 A. SMITH (USA)
58 D. Faber (USA)
59 N. Provis (AUS)
60 A. Minter (AUS)
Q 61 A. Keller (USA)
62 P. Fendick (USA)
63 BYE
(2) 64 M. SELES (YUG)

NAVRATILOVA 6-1,6-2
Graham 7-5,7-5
Cordwell 7-6(5),3-6,6-2
Lindqvist 6-4, 5-7, 6-3
Lindqvist 6-1,6-2
Labat 2-6,6-2,7-5
Rinaldi 6-3,7-6(4)
Rinaldi 6-0, 6-7(2),6-2
Pierce 6-0,6-2
NOVOTNA 6-4, 7-5
GARRISON 6-0, 6-4
Fulco 6-2,5-7,6-1
Demongeot 6-4,6-3
FAIRBANK-NIDEFFER 6-3, 6-4
Louie-Harper 6-4,6-1
Coetzer 6-1, 1-6, 7-5
Coetzer 6-3,6-2
Van Rensburg 6-1,6-3
MALEEVA 6-1,6-1
M.J. FERNANDEZ 6-2,6-2
Toleafoa 6-3,6-4
Tarabini 6-2,6-4
GILDEMEISTER 4-6, 6-3, 6-2
GILDEMEISTER 6-0,6-1
G. FERNANDEZ 7-5,6-1
Rehe 6-3,6-3
Rehe 6-4,6-3
Cioffi 4-6,6-3,6-0
SABATINI 6-2, 6-0
TAUZIAT 6-2, 6-1
Baranski 6-3,3-6,6-2
Whitlinger 6-0,6-4
FRAZIER 7-5, 6-3
FRAZIER 6-2,3-6,6-1
A. SMITH 6-2,6-2
SMITH 6-2, 2-6, 6-4
Provis 6-2,3-6,7-5
Keller 6-3,1-1(ret)
SELES 6-3, 6-3

NAVRATILOVA 6-1,6-1
Lindqvist 3-6,6-3,6-4
FAIRBANK-NIDEFFER 7-6(3),3-6,7-6
MALEEVA 6-2,6-0
GARRISON 6-2,6-0
Rinaldi 3-6,6-3,6-4
Rehe 5-7,6-4,6-4
SABATINI 6-2, 6-0
FRAZIER 3-6,6-1,6-1
SMITH 6-2, 2-6, 6-4
SELES 6-3,6-3

NAVRATILOVA 6-0,6-1
GARRISON 6-1,6-1
M.J. FERNANDEZ 6-3,6-2
M.J. FERNANDEZ 7-5,6-2
SELES 2-6,6-2,7-5

NAVRATILOVA 6-0,6-7(2),6-
SELES 6-4,3-6,7-6(6)

WINNER

SELES 6-1,6-0

2042835063

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

SUPPORT MATERIALS

2042835064

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

The Robbins Group

A PUBLIC RELATIONS COMPANY

PUBLIC RELATIONS PLAN

$400,000 VIRGINIA SLIMS OF LOS ANGELES

AUGUST 8 - 14, 1994

Presented by

The Robbins Group

May 27, 1994

2042835065

18425 Burbank Blvd. • Ste. 506 • Tarzana, CA 91356 • Telephone (818) 776-1244 • FAX (818) 776-1174

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

PUBLIC RELATIONS PLAN
1994 VIRGINIA SLIMS OF LOS ANGELES

August 8 - 14
Manhattan Country Club

I. INTRODUCTION

The Robbins Group has created and will execute an extensive public relations campaign for the 1994 Virginia Slims of Los Angeles. The plan incorporates original and creative ideas to promote the sponsor and the tournament through high visibility publicity efforts.

Although we are aware of the fact that Virginia Slims may not return as the tournament sponsor, we will continue to recognize Virginia Slims as an institution in the sport of women's tennis. We will emphasize Virginia Slims' union with women's tennis to a diverse audience.

II. OBJECTIVES

The main objective of this public relations campaign is to create a broad awareness of the Virginia Slims of Los Angeles by generating positive publicity throughout Southern California.

Specific objectives for 1994:

- Create a publicity event to honor Martina Navratilova's established career by highlighting her retirement from singles.
- Increase visibility for the Virginia Slims of Los Angeles by securing off-sports media coverage.
- Promote the Virginia Slims of Los Angeles by saturating the sports media with pre-event publicity and event coverage.

(more)

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

III. STRATEGIES

The publicity surrounding the Virginia Slims of Los Angeles creates awareness of the tournament and will increase ticket sales. The strategies outlined are created to meet our objectives.

A. Martina Navratilova's Retirement Event:

Concept

A charity publicity event/fundraiser will be developed to celebrate Martina's distinguished singles career. We would have fans write a letter to Martina wishing her well and enclosing one dollar to be donated to charity.

Martina has been contacted, through Janine Goldberg, and she seems to like the idea of the fundraiser.

We expect to create a memorable retirement event for Martina, raise money for charity and generate media coverage through this event.

Charity

We have contacted several charities including Doris Day Animal League, Aids Project Los Angeles and AMFAR. It is our understanding that Martina would like the funds to benefit the earthquake victims in Los Angeles. We are contacting the city agencies to find the appropriate earthquake charity.

Dissemination of Information

We would solicit participation in the fundraising event through local and national publicity, by distributing flyers to tennis clubs and mailing letters to the charity's mailing list.

Publicity

This event would generate sports and off-sports coverage (i.e.. metro coverage, column items, photo opportunities).

(more)

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

Martina Navratilova's Retirement Event (cont.):

On-site/Tournament

Jan Diamond has agreed to an on-court presentation at the tournament to the charity and we hope Martina will participate as well. Jan is also planning to do a presentation to Martina, TBD. The money raised could be carried in money bags by security onto the court to create a photo opportunity with Martina.

We would compile and bind the letters collected into a scrapbook to present to Martina on-court.

The charity could set-up an information booth at the tournament for more visibility and donations.

Collection of Funds

We contacted the Marketing Manager at Price Waterhouse to assist in the collection of funds, but they declined due to previous time commitments. It is likely that the charity selected to benefit will be able to collect and account for the monies raised. The Robbins Group also has a post office box that could be used as a mailing address.

Budget

This promotion is likely to generate media coverage with minimal out of pocket expenses. We estimate total expenses for this promotion, including flyers, signage, mailings and keepsake scrapbook to be $500.

B. Off-sports media coverage for the Virginia Slims of Los Angeles:

- The Return of the Tennis Dress - Take advantage of the hot fashion trend on and off the court...the tennis dress. Several players have been wearing the tennis dress at major tournaments. We will pitch a fashion feature and possibly tie-in a fashion show with an existing event.

2042835069

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

B. Off-sports media coverage (cont.):

- Martina Book Signing - Martina's first novel, a mystery, will be published this summer. We would like to have a book-signing at the Virginia Slims of Los Angeles. If publishing date is after the tournament, we could "tease" the release of the book by promoting the cover with an appearance from Martina.

- Hollywood Events/Premieres - There are several Hollywood events happening in August which we could tie-in the Virginia Slims of Los Angeles and the players.

  Major August Film Releases:

  - "Natural Born Killers"
  - "Clear and Present Danger"
  - "It Runs in the Family"
  - "The Next Karate Kid"
  - "In the Army Now"
  - "Color of the Night"
  - "The Scout"
  - "The Little Rascals"
  - "Pulp Fiction"
  - "Airheads"
  - "Corrina, Corrina"
  - "Milk Money"
  - "Wagons East"
  - "Blankman"
  - "Eat Drink Man Woman"
  - "Irresistible Sara"
  - "Smoking"
  - "The Adventure of Priscilla, Queen of the Desert"
  - "Camilla"
  - "Camp Nowhere"
  - "Andre"
  - "Clerks"

(more)

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

B. Off-sports media coverage (cont.):

Theater/Art Openings:

- LACMA, "The Camera One: Photographic Self-Portraits From the Audrey and Sydney Irmas Collection"

- "The Waiting Room" a play by Lisa Loomer at the Mark Taper Forum

Award Ceremonies:

- Annual Golden Boot Awards (Western Award Ceremony with Country Legends) at the Beverly Hills Hilton

- Ethnic Tie-ins - The Consulate General, Luis Maria Riccheri, of Argentina is interested in any possible publicity tie-in's with Gabriela Sabatini. We have contacted the French Consulate with regards to a publicity event with Mary Pierce. At this time, they have nothing planned in August. Perhaps, if there is a hot new French restaurant opening we could invite a representative from the Embassy to dine with Mary.

- Manhattan Beach Walk of Fame - Create a walk of fame, similar to the Stars on Hollywood Boulevard. The newly completed pier could be the home of this tribute to accomplished persons from the sports, entertainment, political and business arenas. Martina could be the first inductee. The pier would be lined with engraved plaques recognizing the particular individual. We spoke with Byron Wosley, Director of Community Development at the City of Manhattan Beach, who owns the pier. He is initially interested in the concept and needs to further discuss the idea internally.

- Guinness Museum of World Records - Martina holds the record for Wimbledon victories and is featured at the museum in Hollywood. We could invite the museum's curator to the Virginia Slims of Los Angeles to accept a racquet from Martina for inclusion in the museum, marking her retirement from singles.

- "Frasier" - Have Martina appear as special cameo call-in guest on top-rated sitcom, "Frasier." We are talking to Paramount regarding this opportunity.

(more)

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

B. Off-sports media coverage (cont.):

- Gabby and Harley's - Gabriela Sabatini loves to ride Harley's. We will pitch her to Jay Leno for a possible photo opportunity.

- KTLA Morning Show - KTLA approached us to do a live remote from the tournament last year and may be interested again this year. Also, perhaps Mary Pierce would like to do a live cooking segment on the show.

- Celebrities - We will pursue photo opportunities with celebrities who attend the tournament.

- Music - Several players enjoy a variety of music off the court to relax, psych them up or dance to. Promote national anthem performer.

- Dogs on Tour - Traveling pets of the players.

- Local Entrants - Lindsay Davenport and Tracy Austin are Southern California players.

- Fitness - Fitness tips of the players.

- Food - Recipes of the players.

- Tennis Etiquette - The "Emily Post" of tennis provides tennis etiquette tips.

- Business - The business of tennis.. with prize money and sponsorships, how do the players manage their money. What are the players outside business interests.

- Player's Favorites - From music, to movies, celebrities, food and hobbies.

- Tennis Travels - The turmoil of being on the road. The strangest thing that happened while traveling. Favorite stops on the tour. If you could do anything while in LA, what would it be? Where do the players play?

- It's a Family Affair - How the players' families impact their game.

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

B. Off-sports media coverage (cont.):

- Mike & Maty - Mike and Maty may be interested in attending the tournament and participating in a mock doubles match against the pros.

- Twenty Questions - E! has expressed interest in having a player interview a favorite celebrity or role model.

- Soap Opera - Have the players visit the set of their favorite Soap Opera in LA.

C. Sports coverage for the Virginia Slims of Los Angeles:

- Draw party - In past years, we have had difficulty getting the media to the draw party on Friday because of it conflict with the quarterfinals of the men's Volvo tournament. We would like to approach the tournament manager of the Volvo to invite the media for breakfast at the Volvo with Gabriela Sabatini on Friday. Gabby could talk to the press from 10:00 - 11:00 am and hit with a top male player for a photo opportunity. We would then fax the draw to the media. We have requested, through Janine, Gabriela Sabatini as our first choice for the event with Mary Pierce as a back-up.

- LA Times - We have secured an in-depth feature on Martina Navratilova with LA Times sports writer, Tommy Bonk. Through Janine, we have arranged for Tommy to attend Martina's Team Tennis match in Idaho on July 19, then travel with Martina to San Antonio on July 20 or 21 to complete the interview. The article will run on Sunday, August 7, prior to the event.

- Tennis West - We have secured Tennis West magazine feature story on Gabriela Sabatini for the June issue. Interview with Gabriela and Olga Houlgate was set-up through Janine and completed on May 1, via phone from Rome. We supplied the photos and tournament information to Tennis West.

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

C. Sports coverage (cont.):

- Martina Navratilova - She is the strongest story at this year's Virginia Slims of Los Angeles. With Martina more in demand than ever, her time and accessibility will be limited, thus we must focus our efforts to score big when she is available. We would like to have a media day on Monday with Martina. Martina was recently featured as one of 100 "fearless women" in the "Mirabella" fifth anniversary issue.

- Media day - We requested, through Janine, to have Martina for media day, but her schedule does not allow. We would like to request Mary Pierce for an advance media day.

- Mary Pierce - She is hot and may prove to be an excellent media opportunity with her controversial background, successful career and outside interests in fashion and cooking. A "Dateline" segment recently focused on Mary.

- Dodgers - We spoke with the Dodgers public relations department and they have home games August 12 (7:05 pm), 13 (8:05 pm), 14 (1:05 pm), playing the Chicago Cubs. We are looking into a player batting with the Dodgers. The pre-game activities are reserved for charity and community groups.

- Lindsay Davenport - She is the most recent American player to hit the top 10 on the Virginia Slims women's tour rankings. A recent high school graduate, she is the only one in her family that does not play volleyball. While in Manhattan Beach, perhaps she could play volleyball with the top pro beach volleyball players.

- Pre-season Football Training Camp - The NFL teams will open training camps throughout Southern California during this time. Perhaps we could have a couple of tennis players and NFL players train together.

- Etc.- In addition to the above mentioned, we will provide the media with statistics, bios, photos, fast facts, results and news items on a regular basis. We will also coordinate one-on-one telephone interviews with key tennis writers and columnists as well as conference calls from the French Open and Wimbledon with players and sports/tennis writers.

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

IV. RELEASES AND TOPICS

Timely media releases will be distributed to coincide with the LA Times tennis column and the placement of tournament advertisements and mailing of the ticket sales brochure.

o	April 18	Calendar listing mailed to long-lead publications
o	June 5	Release #1 (Navratilova)
o	June 19	Release #2 (Sabatini/Novotna)
o	July 3	Player notes (Wimbledon)
o	July 3	Mail credential applications
o	July 17	Release #3 (Davenport/Pierce/ Garrison-Jackson)
o	xxxxxx	Draw party invites??
o	July 25	Release #4 (rest of field)
o	August 1	Release #5 (wildcards)

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

V. TIMETABLE

April 4 - 10 **(18 weeks out)**

* Creative meeting for off-sports/charity ideas

April 11 - 17 **(17 weeks out)**

* Update media mailing list
* Research charity fundraiser
* Draft calendar listing

April 18 - 24 **(16 weeks out)**

* Mail calendar listing to long lead publications
* LA Times column

April 25 - May 1 **(15 weeks out)**

* Contact Fred Mullane regarding photos

May 2 - 8 **(14 weeks out)**

* Site check of Manhattan Country Club
* Develop long-lead feature pitches
* LA Times column

May 9 - 15 **(13 weeks out)**

* Contact publications for long-lead articles
* Overprint stationery

May 16 - 22 **(12 weeks out)**

* Status report
* LA Times column
* Tournament office opens

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

May 23 - 29 **(11 weeks out)**

* French Open Begins
* Begin logistic planning

May 30 - June 5 **(10 weeks out)**

* Draft/Send Release #1 (Navratilova)
* Follow up on calendar listings
* Meeting at Manhattan Country Club with new tournament director
* LA Times column

June 6 - 12 **(9 weeks out)**

* Status report

June 13 - 19 **(8 weeks out)**

* Draft/Send Release #2 (Sabatini/Novotna)
* Contact phone company to order service
* Draft credential request form
* Mail calendar listing to weeklies/dailies
* LA Times column

June 20 - 26 **(7 weeks out)**

* Wimbledon begins
* Check and order tournament supplies

June 27 - July 3 **(6 weeks out)**

* Player notes (Wimbledon)
* Prepare and mail credential applications
* Follow up on calendar listing
* Begin tournament week interview requests
* Order crack & peel labels for credentials
* LA Times column

July 4 - 10 **(5 weeks out)**

* Draw party plans/Contact WTA
* Status report

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

July 11 - 17 **(4 weeks out)**

* Draft/Send Release #3 (Davenport/Pierce/Garrison-Jackson)
* Ask Jan for parking credentials
* Confirm equipment and supplies for media tent
* Follow up on credential requests
* LA Times column

July 18 - 24 **(3 weeks out)**

* Mail credentials

July 25 - 31 **(2 weeks out)**

* Draft/Send Release #4 (rest of field)
* Follow up on credentials
* Assemble volunteer kits and tournament press kits
* Gather player bios/year to date information
* Draft/Mail draw party invites
* LA Times column

August 1 - 7 **(1 week out)**

* Mazda Tennis Classic, San Diego/Volvo Los Angeles
* Qualifying weekend
* Draw party
* Set-up media tent
* Draft/Fax Release #5 (wild cards)

August 8 - 14 **(TOURNAMENT WEEK)**

Monday, August 8

Tuesday, August 9

Wednesday, August 10

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Thursday, August 11

* Billie Jean King Service Award Presentation

Friday, August 12

* Quarterfinals

Saturday, August 13

* Philip Morris Media Brunch
* Semifinals

Sunday, August 14

* Finals
* LA Times column

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2042835079

Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

The Robbins Group

A PUBLIC RELATIONS COMPANY

M E M O R A N D U M

TO: Emily Bruce Chapman
Janine Goldberg

FROM: Marcia Robbins
Kristy Barrett
The Robbins Group

RE: 1994 Virginia Slims of Los Angeles
Public Relations Status Report

DATE: May 20, 1994

We are in the process of putting the final touches on the 1994 Virginia Slims of Los Angeles Public Relations Campaign, which will be forwarded to you this week. In the meantime, we wanted to keep you posted on the public relations efforts to date.

- April 19 - Mailed fact sheet for calendar listings to long-lead regional publications.

- April 22 - Meeting with Janine Goldberg to discuss the focus of the 1994 Virginia Slims of Los Angeles, publicity guidelines, potential story angles and player updates.

- Approached Martina Navratilova, through Janine, regarding a charity fundraiser surrounding her retirement from singles. Martina was receptive to the idea and requested the fundraiser benefit Los Angeles earthquake victims. Charity research pending.

- Secured Tennis West magazine feature story on Gabriela Sabatini for the June issue. Interview with Gabriela and Olga Houlgate was set-up through Janine and completed on May 1, via phone from Rome. We supplied the photos and tournament information to Tennis West.

- Secured LA Times Martina Navratilova interview for in-depth feature with Tommy Bonk. Through Janine, we have arranged for Tommy to attend Martina's Team Tennis match in Idaho on July 19, then travel with Martina to San Antonio on July 20 or 21 to complete the interview. The article will run on Sunday, August 7, prior to the event.

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(more)

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- Pitched LA Times fashion feature on "The Return of The Tennis Dress." Response pending.
- May 3 - Manhattan Country Club site check. The media tent will remain in the same area.
- Ongoing contact with Jan and Jerry regarding tournament logistics.

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Source: https://www.industrydocuments.ucsf.edu/docs/mkwl0000

The Robbins Group

A PUBLIC RELATIONS COMPANY

M E M O R A N D U M

TO: Deb Edwards
WTA

VIA FAX 01144819442185
1 Page Total

FROM: Kristy Barrett
The Robbins Group

DATE: June 23, 1994

RE: VIRGINIA SLIMS OF LOS ANGELES
LORI MCNEIL CONFERENCE CALL

cc: Janine Goldberg
Marcia Robbins

Per your response to Janine Goldberg, the conference call with Lori McNeil and tennis writers of major daily newspapers in the Los Angeles area to promote the Virginia Slims of Los Angeles is confirmed for SATURDAY, JUNE 25, 10:00 AM (PDT). Following is a list of confirmed writers.

Please let us know the phone number where we can reach Lori McNeil on Saturday.

Confirmed writers:

Joe Jares	LA Daily News
Janis Carr	Orange County Register
James Lee	Riverside Press Telegram
Mitch Chortkoff	LA Daily Breeze

I can be reached at (o) 818/776-1244, (h) 310/820-4688, (fax) 818/776-1174. Many thanks for your help.

# # #

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